

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Title: ITEM DISPLAY

Conf. No. 2156

/Eric B. Min/  
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**RESPONSE TO OFFICE ACTION MAILED JUNE 15, 2010**

This paper is submitted in response to an Office Action of June 15, 2010, to further highlight why the application is in condition for allowance.

Please amend the case as listed below.